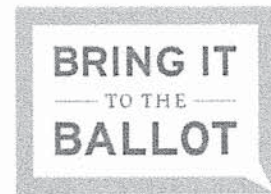




**Knupp & Watson & Wallman**  
Creative Communications Company

## Media Buy Recommendation

To: Wisconsin Elections Commission  
From: KW2  
Date: 7/20/16  
Re: Voter ID Public Awareness – Detailed Recommendation



### Background/Overview

#### Campaign Objectives

- Increase awareness of Voter ID law among Wisconsin residents of age to vote in the 2016 presidential election
- Increase knowledge of valid forms of voter ID by driving users to the website [www.bringit.wi.gov](http://www.bringit.wi.gov)

#### Target Audience

- A18+ in Wisconsin with a focus on populations less likely to be aware of the Voter ID law or to have a valid form of ID:
  - Students
  - Low-SES
  - Minorities

#### Approved Tactics

- Online display
  - Online banner ads directing users to click through to [bringit.wi.gov](http://bringit.wi.gov) to learn more about what constitutes valid voter identification
- Online video
  - 15-second pre-roll video ads appearing before online video content
- Paid social
  - Facebook in-feed ads highlighting valid forms of voter ID
- Out-of-home
  - Interior bus advertising
- Cinema
  - Pre-show video ads across the state

#### Campaign Timing

- Key time periods include:
  - General Election – 11/8/16

### Topline Recommendation

- Dates: 7/27/16 – 10/6/16
  - Dependent upon tactic
- Total Spend: \$249,975.22
  - KW2 Dollars: \$201,975.22
- Total estimated impressions: 30,753,493



## Digital Buy Recommendation

### Evaluation

Potential digital partners were evaluated based on the following criteria:

- Ability to target three key audiences, quality of data sources
- Cost-efficiency – low CPMs (cost to purchase 1,000 impressions against a given audience)
- Historical performance for other KW2 clients (if applicable)
- Cancellation options/flexibility

### Recommendation

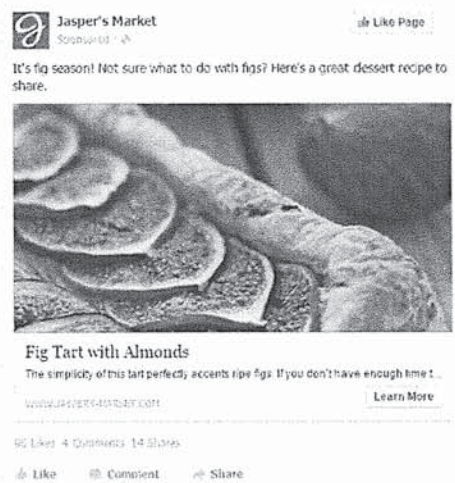
- **Online Display: MaxPoint**
  - Overview: MaxPoint is a unique platform which has re-mapped the U.S. into 44,000 “digital zip neighborhoods” using offline demographic & socioeconomic datasets (including Census, MRI, Nielsen, Symphony IRI, Centers for Disease Control and many more) to target the specific digital zips that index high for a target audience.
  - MaxPoint is a provider of desktop, mobile and online video inventory. MaxPoint operates through a real-time bidding (RTB) platform – meaning that they bid (on the WI Elections Commission’s behalf) for the chance to show an impression to a qualified user. MaxPoint receives its ad inventory from major ad exchanges (marketplaces for online ad buying & selling, used for RTB).
  - Recommended Targeting:
    - Audience 1: Minority Groups
      - Digital zips indexing high for: A18+ African American, Hispanic, Asian, Native American (Census data).
      - Note: running Spanish language assets against this audience is not recommended. Based on MaxPoint’s digital zip targeting index against minorities, there will be spill to English speakers.
    - Audience 2: Low-SES
      - Digital zips indexing high for: A18+, HHI less than \$40k, no high school diploma, Medicaid beneficiaries (Census, CDC data).
    - Audience 3: Students
      - Digital zips indexing high for: A18-25 who have completed high school and some college, but do not have a degree (Census data).
  - Total spend: \$41,990
  - Guaranteed impressions: 11,764,706
- **Online Video**
  - KW2 recommends two partners for online video – one partner to reach the three priority audiences, and one to reach a more general A18+ audience.
  - **MaxPoint**
    - KW2 is recommending utilizing MaxPoint’s targeting outlined above to serve Bring It video messaging to the three target audiences.
    - Recommended Targeting:
      - Same targeting as display portion listed above.
      - Ads will be served prior to videos across the web, where our target audiences are spending time.
    - Total Spend: \$46,410
    - Estimated impressions: 3,473,945

- YouTube

- Overview: YouTube inventory is purchased through the Google AdWords platform. YouTube on mobile alone reaches more A18-49 than any cable network in the U.S. YouTube is used by over a third of all people on the internet.
- In 2015, users spent nearly 11% of their media time with online video (traditional TV clocked in at 36%). (eMarketer)
- Recommended Targeting:
  - Un-skippable In-Stream ads – 15-second ads that play before YouTube videos on desktop and mobile devices
  - Targeted to adults 18+
    - While originally KW2 hoped to reach the three target audiences on YouTube, current targeting abilities are not as sophisticated as some of the third parties KW2 works with.
    - KW2 will seek to allocate budget evenly by age demographic (A18-24, 25-34, etc).
- Total Spend: \$43,095
- Estimated impressions: 5,571,429
- Note: the WI Elections Commission will need a Google AdWords account to advertise on YouTube. This can be associated with the email address of any WEC employee, however, the employee is expected to own the account while KW2 manages the advertising. Thus, the account should be set up by the WEC employee. Directions to set up an AdWords account are here: <https://www.google.com/adwords/get-started/>
  - Once the account has been created, WEC must share the 10-digit account code with KW2 (XXX-XXX-XXXX) – this is displayed at the top of the AdWords platform page KW2 will add the WEC account to our manager-level account to ensure WEC maintains ownership of the account.

- Paid Social: Facebook

- Overview: 72% of adult internet users use Facebook (62% of total adult population). It is widely used across most major demographics, income levels, population densities and education levels (Pew Research).
- KW2 recommends in-feed ads on desktop and mobile. These appear within a user's news feed as they scroll through friends' posts. Example shown to the right.
- Recommended Targeting:
  - Audience 1 (Hispanic)
    - Language: Spanish
    - WEC Spanish language ads to run against this audience
  - Audience 2 (African American)
    - Ethnic Affinity – African American
  - Audience 3 (Asian American)
    - Ethnic Affinity – Asian American
  - Audience 4 (Low-SES)
    - Highest Education Level: High school grad or some high school
    - Household income: \$30-40k (lowest option)
  - Audience 5 (Students)
    - Highest Education Level: In college or in grad school
  - KW2 also recommends excluding the following segments from all audiences as the politically-engaged are more likely to be aware of the law, and more likely to comment on ads:
    - Likely to engage in politics – conservative
    - Likely to engage in politics – liberal
- Total Spend: \$25,415





- Estimated impressions: 3,285,714
- Note: WEC to re-brand GAB Facebook page as WEC, and create ad account associated with the page. Instructions in appendix. WEC will also monitor ads for comments and respond accordingly.

**Considered but not Recommended**

- **Spectrum Reach (display)**
  - Spectrum Reach (formerly Charter) is a cable provider. While initially only offering TV advertising solutions, in the last few years Spectrum Reach expanded to include digital advertising.
  - Not recommended due to high cost – CPMs were more than double of other partners (even after rates were reduced). KW2 did not have confidence in the recommendations proposed by Spectrum Reach.
- **Centro Audience Buying Solution (display)**
  - Centro is a large media provider based in Chicago. Their Audience Buying Solution is a programmatic platform which buys impressions in real time based on client goals.
  - Not recommended due to targeting recommendations – unable to break out budgets against three target audiences (to ensure equal delivery against audiences).

## Out-of-Home Buy Recommendation

KW2 recommends moving forward with transit advertising across the state of Wisconsin:

- KW2 recommends interior signs in all markets to balance media cost, production costs (significantly higher with other types of transit advertising), availability and ridership information (target audiences utilizing public transportation at higher rates).
- KW2 was able to secure a 100 showing (presence in 100% of buses in market) in all markets for four weeks.
  - Interior signs: 11" x 28"
- See below for an outline of markets included, total buses in each market, and percentages of target audiences in each market.
  - Note: "Non-white" and "poverty rate" data taken from Census information. Student percentage is an estimate based on enrollment of colleges/universities in the city versus population.

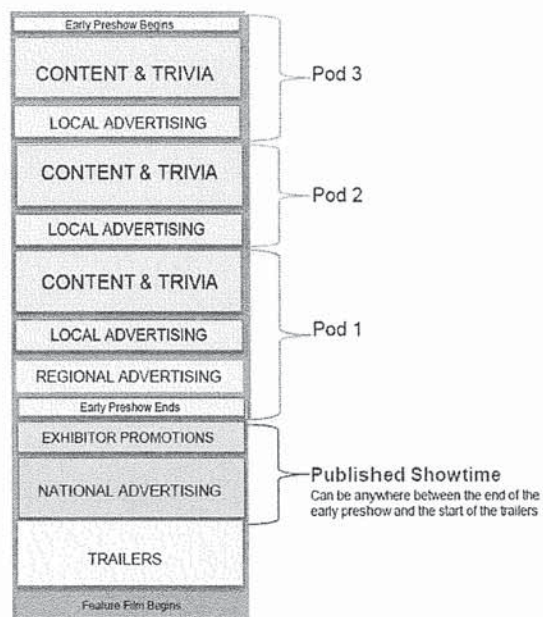
City	Trips per Month	% Non-white	Poverty Rate	% Students	Total Buses in Market
Appleton	106,103	14.8%	11.7%	16.7%	20
Beloit	20,308	36.5%	24.8%	3.5%	12
Eau Claire	86,643	9.7%	18.5%	15.0%	22
Fond Du Lac	16,431	12.6%	14.6%	6.7%	7
Green Bay	123,640	26.7%	18.1%	8.4%	36
Janesville	45,698	11.2%	15.0%	19.5%	17
La Crosse	101,734	11.5%	23.5%	19.6%	20
Manitowoc	28,691	12.4%	12.9%	3.8%	8
Oshkosh	83,407	11.1%	18.9%	20.2%	17
Sheboygan	48,016	22.7%	14.8%	7.6%	19
Stevens Point	22,712	8.9%	25.2%	36.3%	10
Wausau	54,782	18.0%	20.2%	13.1%	18
Milwaukee	3,382,161	45.7%	22.0%	10.4%	385
Madison	1,291,026	24.3%	19.6%	24.9%	150
<b>Total</b>	<b>5,411,352</b>				<b>741</b>

- Added Value
  - Additional month advertising in the following markets: Beloit, Janesville, La Crosse, Oshkosh, Stevens Point, Wausau
    - Markets selected based on heavier percentages of targeted audiences
  - 50% discount versus planned in Milwaukee market
  - 20% discount versus planned in Madison market
  - Estimated value of additional space/discounts: \$8,780
- Total Spend: \$17,390
- Estimated impressions (based on trips/month): 5,739,994
- Note: KW2 spoke to their advertising contact about video PSA screens mentioned by WEC in the 7/19 meeting. The advertising contact was unaware of this option. KW2 recommends WEC reach out directly to MCTS to confirm.

## Cinema Buy Recommendation

KW2 recommends moving forward with cinema advertising across the state:

- **Screenvision**
  - Overview: Screenvision is a national cinema advertising vendor with 52 theaters throughout the state of Wisconsin. They offer pre-show video advertising.
  - Recommendation:
    - All 52 Screenvision theaters will show :30s Bring It messaging for one month.
      - On average, each screen of the 388 included will show Bring It messaging 4x per day (80,080 spots/campaign).
    - Dependent upon theater, ads will be shown in the regional pod or national pod.
    - Map and theater list can be found in appendix.
    - KW2 does not recommend targeting by MPAA rating, in order to reach the broadest audience.
  - Total Spend: \$27,675
  - Estimated impressions (time in seats admissions): 917,705



## Next Steps

- Elections Commission to provide signed approval by 7/20

## Media Buy Authorization

Tactic	Dates	Planned Dollars	Recommended Dollars	Estimated Impressions
WBA PSAs		\$ 48,000.00	\$ 48,000.00	n/a
Cinema	9/9/16 - 10/6/16	\$ 27,675.00	\$ 27,674.73	917,705
Out-of-Home	9/9/16 - 10/6/16	\$ 14,100.00	\$ 17,390.49	5,739,994
Online Display	8/1/16 - 9/30/16	\$ 38,675.00	\$ 41,990.00	11,764,706
Facebook	7/27/16 - 9/30/16	\$ 27,625.00	\$ 25,415.00	3,285,714
Online Video	7/27/16 - 9/30/16	\$ 93,925.00	\$ 89,505.00	9,045,374
<b>Total</b>		<b>\$ 250,000.00</b>	<b>\$ 249,975.22</b>	<b>30,753,493</b>

KW2 would like to receive approval to begin negotiating and securing media by July 20<sup>th</sup>, to guarantee inventory and premium placement with the vendors.

## PLAN ACCEPTANCE

KW2 has authorization to purchase the above media schedule for 2016 Voter ID public awareness, scheduled for 7/27/16 – 10/6/16, and approve the charges associated with this plan's implementation. By signing this form, the client is responsible for all media costs listed above and will be billed one month prior to the first run date. Costs include KW2 commission at a rate of 10.5%. Media payments will be due from WEC to KW2, in full, upon approval of these recommendations.

Michael Haas  
NAME

7-20-16  
DATE



## Appendix

### MaxPoint Brand Safety Measures

#### Approved Content in Real Time

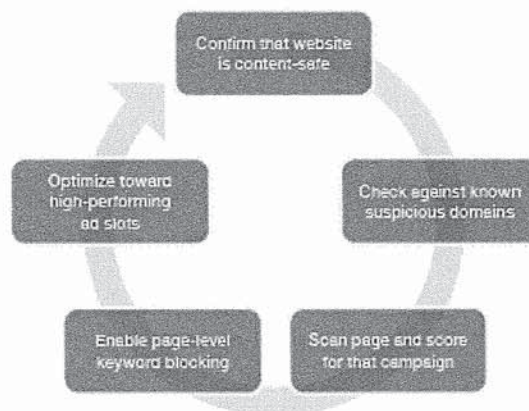
MaxPoint employs a series of tests that each page must pass before an ad is shown:

- **Site Blocking**—Multiple screening processes act before bid, at the moment of bid, and before serving an ad.
- **Keyword Filtering**—Pages containing any selected keywords are eliminated from ad serving.

We partner with leading industry specialists to ensure brand safety and performance.



#### THE MAXPOINT FILTERING PROCESS IN ACTION



Integral Ad Science is an industry leader in brand safety and dynamically scores each page to determine content and protect against the following categories:

- Adult
- Alcohol
- Adware/Malware
- Hate Speech
- Illegal Downloads (Pirated content)
- Illegal Drugs
- Offensive Language
- Violence

Keyword exclusions are also available through IAS. IAS reads page content and determines if the page features negative keywords, then blocks any impressions from serving. WEC to advise on keyword-level exclusions.



**Digital Blacklisting - YouTube****Sensitive content**

- ☐ Crime, police, and emergency
- ☐ Death and tragedy
- ☐ Military and international conflict
- ☐ Juvenile, gross, and bizarre
- ☐ Profanity and rough language
- ☐ Sexually suggestive

**Type of placement**

- ☐ Forums
- ☐ Social networks
- ☐ Parked domains
- ☐ Error pages
- ☐ In-game
- ☐ Gambling
- ☐ Photo-sharing pages
- ☐ Video-sharing pages

**Experimental**

- ☐ GMob mobile app non-interstitial

**Digital content label**

- ☐ General audiences (DL-G)
- ☐ Audiences with parental guidance (DL-PG)
- ☐ Teen and older audiences (DL-T)
- ☐ Mature audiences (DL-MA)
- ☐ Not yet labeled

**Video content**

- ☐ In-video
- ☐ Live streaming video
- ☐ In-video (user embedded only)

**Ad location**

- ☐ Below-the-fold

**Facebook Ad Account Instructions**

1. Navigate to business.facebook.com
2. If there is no Business Manager account for WEC, please follow these instructions:
  - a. At the bottom of the page, click Get Started.
  - b. On the Getting Started page, click Next.
  - c. Enter a name for your business, select the primary Page, and enter your name and work email address. If you don't yet have a Page for your business, you can create one in this step. It's required to have a Page for your business.
  - d. Click Create Business, and Facebook will show you a message to welcome you to Business Manager.
3. If WEC already has a Business Manager account, please move on to create an ad account associated with the page:
  - a. Go to Business Manager.
  - b. On the left side of the page, go to Add New and click Ad Accounts.
  - c. Select your business payment method from the drop down and fill in any other details as needed
  - d. Click Create ad account
4. Add KW2 as ad account admin – follow instructions in screenshot below.

Follow these steps to request access to an ad account:

1. Contact the owner of the ad account
2. Ask them to go to the Ad Account tab in their Business Manager and click Assign Partner
3. To give you access, they'll need to enter the number below and choose a role

**10155652958485652**

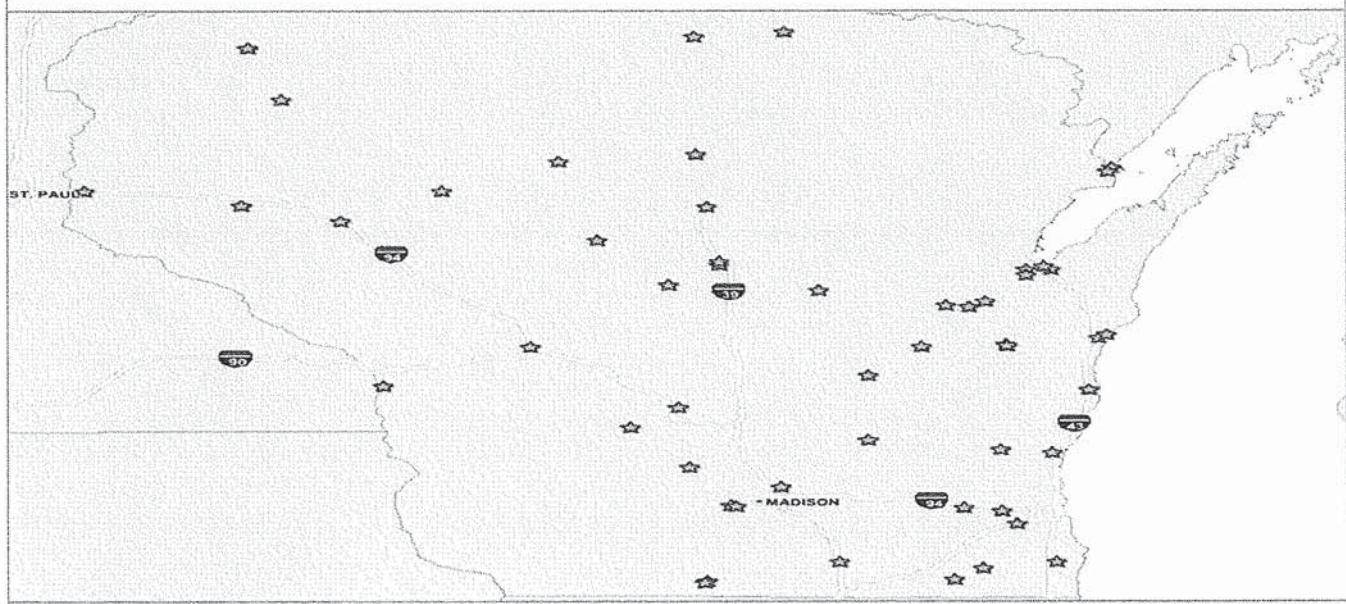
KW2 (Knupp & Watson & Wallman)



## Cinema - Theaters included

THEATER	NAME	STREET ADDRESS	CITY	STATE	ZIP	DMA NAME	CIRCUIT	NSCR
Menomonee 7	5573	2521 HWY 25 NORTH	Menomonee	Wisconsin	54751	MINNEAPOLIS-ST. PAUL	CEC Theatres	7
Hudson 12 Theatre	5514	520 STAGE LINE ROAD	HUDSON	Wisconsin	54016	MINNEAPOLIS-ST. PAUL	CEC Theatres	12
Palace Theatre, The	5047	238 WALNUT STREET	SPOONER	Wisconsin	54801	MINNEAPOLIS-ST. PAUL	Cinema Productions	2
Saukville Cinema	366061	340 S. RIVERSIDE DRIVE	SAUKVILLE	Wisconsin	53080	MILWAUKEE	Marcus Theatres	12
Wisconsin Theatres 5	664205	238 Front Street	Beaver Dam	Wisconsin	53916	MILWAUKEE	Rogers Cinema INC.	5
Hillside Cinema	366017	2950 HILLSIDE DRIVE	DELAFIELD	Wisconsin	53018	MILWAUKEE	Marcus Theatres	14
Majestic Cinema of Brookfield	7853	700 N. SPRINGDALE ROAD P.O. BOX 110	WAUKESHA	Wisconsin	53186	MILWAUKEE	Marcus Theatres	16
Ridge Cinema	366022	5200 S. MOORLAND RD.	NEW BERLIN	Wisconsin	53161	MILWAUKEE	Marcus Theatres	19
Renaissance Cinema	366060	10411 WASHINGTON AVENUE	STURTEVANT	Wisconsin	53177	MILWAUKEE	Marcus Theatres	13
Sheboygan Cinema	366037	3226 KOHLER MEMORIAL DR.	SHEBOYGAN	Wisconsin	53081	MILWAUKEE	Marcus Theatres	13
West Bend Cinema	5447	2014 PARKWAY DRIVE	WEST BEND	Wisconsin	53095	MILWAUKEE	Cinema Productions	10
Showboat Lyons	6645	N 2565 HIGHWAY 120 NORTH	LAKE GENEVA	Wisconsin	53147	MILWAUKEE	Cinema Productions	6
Plaza 4 Theater	6641	445 Milwaukee Avenue	Burlington	Wisconsin	53105	MILWAUKEE	Sorendollars LLC	4
Hollywood Cinema	366002	613 NORTH WESTHILL BLVD.	APPLETON	Wisconsin	54914	GREEN BAY-APPLETON	Marcus Theatres	14
Campus Cinema	366036	103 WATSON STREET	RIPON	Wisconsin	54971	GREEN BAY-APPLETON	Marcus Theatres	1
Oshkosh Cinema	366033	340 S. KOELLER ROAD	OSHKOSH	Wisconsin	54902	GREEN BAY-APPLETON	Marcus Theatres	12
Bay Park Cinema	366007	755 WILLARD DRIVE	ASHWAUBENON	Wisconsin	54304	GREEN BAY-APPLETON	Marcus Theatres	16
Manitowish 10	34169	2555 S. 44th Street	Manitowish	Wisconsin	54220	GREEN BAY-APPLETON	Camke Cinemas	10
Rosa 4	664204	218 S. Main	Waupaca	Wisconsin	54981	GREEN BAY-APPLETON	Rogers Cinema INC.	4
Valley Grand	366064	W3091 VAN ROY RD	APPLETON	Wisconsin	54915	GREEN BAY-APPLETON	Marcus Theatres	16
Green Bay East Cinema	366059	1000 KEPLER DRIVE	GREEN BAY	Wisconsin	54311	GREEN BAY-APPLETON	Marcus Theatres	12
East Town Green Bay 3	4742	EAST TOWN MALL GREEN BAY 2350 EAST MASON STREET	GREEN BAY	Wisconsin	54302	GREEN BAY-APPLETON	Silver Cinemas, Inc.	3
Mariner Theatre-7720	7790	2000 ELLA CT	MARINETTE	Wisconsin	51043	GREEN BAY-APPLETON	Yankee Film Production	2
Phoenix Theatre 4	4297	2727 CAHILL ROAD	MARINETTE	Wisconsin	54143	GREEN BAY-APPLETON	Sorendollars LLC	4
Chilton Cinema	7353	28 N. MADISON ST.	CHILTON	Wisconsin	53014	GREEN BAY-APPLETON	Cinema Productions	1
DE Pere Cinema Cafe	6334	417 GEORGE	DE PERE	Wisconsin	54115	GREEN BAY-APPLETON	Cinema Productions	4
Field Of Scapes Drive-In	7299	3737 N. UNI DRIVE	KAUKAUNA	Wisconsin	54130	GREEN BAY-APPLETON	Cinema Productions	2
Chilton Twilight Drive In	8707	1255 E. Chestnut Street	Chilton	Wisconsin	53014	GREEN BAY-APPLETON	Cinema Productions	1
Lakeland Cinema	6651	1115 WASHINGTON STREET	MANITOWOC	Wisconsin	54220	GREEN BAY-APPLETON	Cinema Productions	1
Point Cinema	366014	7625 BIG SKY DRIVE	MADISON	Wisconsin	53718	MADISON	Marcus Theatres	16
Movies 16	466001	3100 DEERFIELD DR.	JANESVILLE	Wisconsin	53546	MADISON	Wildwood Theatres	16
Palace At Sun Prairie, The	366056	2830 Hoepker Rd	Sun Prairie	Wisconsin	53590	MADISON	Marcus Theatres	12
Market Square Theatres	4358	6604 ODANA RD	MADISON	Wisconsin	53719	MADISON	Silver Cinemas, Inc.	3
Goetz Theatres	7745	1704 11TH STREET	MADISON	Wisconsin	53706	MADISON	Cinema Productions	3
Sky Vue Drive In-7247	7247	Highway 69 South	MONROE	Wisconsin	53568	MADISON	Cinema Productions	1
Star Cinema Reedsburg	6669	115 N. WEBB	REEDSBURG	Wisconsin	53950	MADISON	Cinema Productions	6
Big Sky Drive-In	2762	STATE RD. 16 EAST	WISCONSIN DELLS	Wisconsin	53905	MADISON	Cinema Productions	2
Bonham Theatre-5381	5381	564 WATER STREET	PRAIRIE DU SAC EXT. #0	Wisconsin	53278	MADISON	Cinema Productions	3
Ho-Chunk Cinema	366055	135 WITTING ROAD	TOMAH	Wisconsin	54650	LA CROSSE-EAU CLAIRE	Marcus Theatres	6
Lake 7 Theatre	5521	1769 COUNTRY HIGHWAY 55	RICE LAKE	Wisconsin	54868	LA CROSSE-EAU CLAIRE	CEC Theatres	7
LA Crosse Cinema	366011	2032 WARD AVE.	LA CROSSE	Wisconsin	54601	LA CROSSE-EAU CLAIRE	Marcus Theatres	11
Oakwood Cinema 12	3070	4500 GOLF ROAD	EAU CLAIRE	Wisconsin	54701	LA CROSSE-EAU CLAIRE	Camke Cinemas	12
Stanley Theatre	2242	131 NORTH BROADWAY	STANLEY	Wisconsin	54768	LA CROSSE-EAU CLAIRE	Cinema Productions	1
Rogers Cinema Stevens Point	664208	2725 S. Church Street	Stevens Point	Wisconsin	54481	WAUSAU-RHINELANDER	Rogers Cinema INC.	7
Lakeland Cinema 8 - Ctc	667743	1002 2nd Ave.	Woodcut	Wisconsin	54508	WAUSAU-RHINELANDER	Vias Theatres	6
Cedar Creek Cinema	366039	10101 MARKET ST BOX D20	ROTHSCHILD	Wisconsin	54474	WAUSAU-RHINELANDER	Marcus Theatres	10
Rogers Cinema Wisconsin Rapids	664202	220 E. Grand Ave.	Wisconsin Rapids	Wisconsin	54494	WAUSAU-RHINELANDER	Rogers Cinema INC.	6
Rogers Cinema Marshfield	664201	410 S. Central Ave.	Marshfield	Wisconsin	54449	WAUSAU-RHINELANDER	Rogers Cinema INC.	5
Vilas Cinema 4	667744	218 E. Wallwaupaca St.	Eagle River	Wisconsin	54821	WAUSAU-RHINELANDER	Vias Theatres	4
Campus Theatre Stevens Point	664207	1601 6th Street	Stevens Point	Wisconsin	54481	WAUSAU-RHINELANDER	Rogers Cinema INC.	4
Broadway Theatre	2023	910 W. BROADWAY AVE.	MEDFORD	Wisconsin	54451	WAUSAU-RHINELANDER	Cinema Productions	5
Cosmo Theatre-I-II	2073	813 EAST MAIN STREET	MERRILL	Wisconsin	54452	WAUSAU-RHINELANDER	Cinema Productions	3
Total Theatres								32
Total Screens								386

## SCREENVISION MEDIA COVERAGE: WISCONSIN



Source: PBSI Mapping, Internal Theater List July 2016 ★ Screenvision Theater

1